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Backgrounder

**THE HARTFORD IMAGE PROJECT PARTNERS
AND THE HARTFORD REGION:**

FACTS AT A GLANCE

**Hartford Image
Project Partners
(HIP):**

This marketing consortium of 12 leading civic organizations was formed in 2000 to communicate the economic renaissance currently underway in Hartford, and its growth from a nine-to-five destination into a 24/7/365 living city.

Partners include:

- MetroHartford Alliance
- Hartford Economic Development Commission
- Capital City Economic Development Authority
- Waterford Group, LLC
- Connecticut Center for Science & Exploration
- Connecticut Convention Center
- Greater Hartford Arts Council
- Greater Hartford Convention & Visitors Bureau
- Central Regional Tourism District
- Office of the Governor, State of Connecticut
- Office of the Mayor, City of Hartford
- Hartford 2000

HIP Web Site: www.hartford.com

**Economic
Development:**

Hartford has received \$750 million in public investment and more than \$2 billion in private investment to make the city and region an even better place to live, work, learn, meet and visit. Hartford's growth will continue to flourish by aggressive government support, assisted by both the private and public sectors, which have joined forces to revitalize the city's downtown core and neighborhoods.

Description:

Connecticut, the City of Hartford and the region are ranked highly for workforce productivity, accessibility, income levels, technology, real estate, education, the arts and heritage. Hartford is resource-rich,

with desirable residential real estate, communications, infrastructure, parkland and nature trails, health care, public safety and amenities. Hartford is the state capital of Connecticut.

- Community:** The Hartford region includes 36 communities, encompassing 796 square miles in central Connecticut. Among them are the towns of Andover, Avon, Berlin, Bloomfield, Bolton, Burlington, Canton, Coventry, Cromwell, East Granby, East Hartford, East Windsor, Ellington, Enfield, Farmington, Glastonbury, Granby, Hartford, Hebron, Manchester, Mansfield, Marlborough, New Britain, Newington, Rocky Hill, Simsbury, Somers, South Windsor, Stafford, Suffield, Tolland, Vernon, West Hartford, Wethersfield, Windsor and Windsor Locks.
- Year Founded:** Founded in 1623, Hartford is one of New England's oldest cities. In 1636, the Reverend Thomas Hooker and a group of his followers named Hartford after Hereford, England, the home they left to come to America.
- Square Miles:** City of Hartford – 18.5
Metro Hartford – 796
State of Connecticut – 4,862
- Population:** City of Hartford – 124,131
Hartford County – 857,183
Knowledge Corridor (Metro Hartford to Western Mass.) – 1.6 million
State of Connecticut – 3.2 million
- Accessibility:** Hartford's Bradley International Airport is one of the nation's fastest-growing airports and the second-largest in New England. Bradley also has regional distribution centers for Federal Express, UPS and the United States Postal Service. Cargo security at the airport ranks in the top five nationally, and customs services are available 24/7.
- Hartford offers easy access to four major interstates – I-84, I-90, I-91 and I-95 – that travel the entire East Coast and westward, and is just 125 miles from New York and 109 miles from Boston.
- Downtown Hartford's bus and train depots connect to major eastern and Canadian markets.
- Workforce:** Connecticut ranks #1 in gross state productivity, which can be directly attributed to a highly educated workforce. Connecticut ranks fifth in the nation for attracting venture capital. Connecticut ranks as one of the top three states for readiness for the knowledge-based New Economy, according to the Milken Institute. Per-capita income is \$5,000 above the U.S. average along the Knowledge Corridor, which extends from the Hartford region to Western Massachusetts and is home to many leading colleges and universities. The state also ranks #4 for number of patents for 10,000 people.

Hartford ranks as the fifth leading U.S. city in the 2004 World Knowledge Competitiveness Index. Over 90,000 people work within a three-mile radius of Downtown Hartford and more than 42 percent of the workforce is categorized as upper-middle class to wealthy.

Businesses: Businesses benefit from Hartford's central location, just two hours from the major financial markets of New York and Boston, and from access to 23 million people within a two-hour drive and to 100 million potential customers within a day's drive.

Hailed as "the insurance capital of the world," Hartford has attracted other businesses, including financial services, aerospace, precision machining, information technology, and health and medical industries. Four of the nation's "Top 25 Companies for Executive Women," as recognized by *Executive Female* magazine, are located in the Hartford region: Aetna, CIGNA, The Phoenix Companies and Lincoln Financial Group.

Incentives: Service and assistance provided to Hartford's current and prospective businesses and corporations include site selection, planning and code compliance support; obtaining local and state approvals and permits; securing financing and resources through private-sector financial institutions and/or public-sector programs; providing accurate and timely Hartford market information to support business expansion and relocation. Available local and state business incentives include corporate business tax credits and exemptions, corporate sales tax exemptions, real and personal property tax exemptions, and Enterprise Zone and Urban Jobs benefits.

Communications: Hartford ranks in the top 20 for the most-wired U.S. cities and is one of the top 60 cyber cities in the U.S., with high bandwidth. Hartford is home to several major television network affiliates, including ABC, CBS, NBC and FOX. ESPN has its headquarters close by, in Bristol, CT. Newspapers include *The Hartford Courant* (daily) and *The Hartford Advocate* (weekly).

Education: Connecticut's school systems get high marks nationally. Students rank #1 in mathematics, writing and reading, according to standardized tests. The Knowledge Corridor, stretching from the Hartford region to Western Massachusetts, is home to 1.6 million people, as well as 32 higher education institutions, including the University of Connecticut, the University of Hartford and Trinity College. Connecticut's university research expenditures rank in the top 10 in the U.S.

Health Care: Two of the nation's top 100 hospitals are located here – Hartford Hospital and St. Francis Hospital and Medical Center – as well as Connecticut Children's Medical Center and the Institute of Living. The region also has a growing biotech section.

- Real Estate:** Metro Hartford ranks in the top 20 of U.S. real estate markets for expanding businesses, according to *Expansion Management Magazine*.
- Tourism:** In 2001, tourists spent \$20.7 million in Greater Hartford, a 17-percent increase from 2000 and a 135-percent increase from 1998, according to Greater Hartford Tourism. With the new Connecticut Convention Center and new hotels, Hartford offers 740,000 square feet of meeting space and more than 6,000 hotel rooms.
- The Arts:** Hartford ranks among the top 6 percent of North American regions for the arts. Greater Hartford is home to nearly 200 arts, cultural and heritage organizations, and a dynamic Greater Hartford Arts Council keeps a finger on the pulse of arts activity around the globe. Because of the city's vibrant arts, culture and entertainment sector, noted economist Richard Florida ranked Hartford in the "Top 20" of cool places to live, work, start a family and have fun. Greater Hartford also is one of the best regions in the U.S. for supporting the arts, with the 10th-largest United Arts Fund in the nation.

Hartford is home to many leading attractions, including:

- The Bushnell Center for the Performing Arts, Connecticut's premier performing arts center, ranked by *Performance Magazine* as the top venue in the U.S. with under 3,000 seats
- Hartford Stage produces classics and world premiere dramas that have garnered multiple Tony Awards
- Connecticut Opera, the sixth-oldest professional opera company in America
- The Hartford Symphony Orchestra is a major attraction for music lovers
- Artists Collective, an arts and multi-cultural organization founded by Jackie McLean, National Endowment for the Arts (NEA) jazz master
- Hartford Civic Center, a 16,500-seat performance center featuring international talent
- Real Art Ways, the nationally recognized center for cutting-edge visual and performing arts
- TheaterWorks, providing the best of off-Broadway productions
- Meadows Music Center, a 30,000-seat indoor-outdoor theater showcasing the best in rock, pop and country music
- Wadsworth Atheneum Museum of Art, the oldest public art museum in America with more than 45,000 works in its permanent collection, and an expansion planned
- New Britain Museum of American Art, a century-old building housing one of the finest collections of American art from the 17th to 21st centuries
- Old State House, the oldest statehouse in the U.S., built in 1796
- The Mark Twain House and Museum Center, where America's leading writer and humorist created his masterpieces
- Harriett Beecher Stowe Center, home to the author of *Uncle Tom's Cabin*

Waterfront: Connecting many of the Hartford region's towns and neighborhoods, the Connecticut River provides a dynamic waterfront experience. Located here is an attractive riverfront plaza with picnic areas and entertainment venues, as well as a 6.5-mile park system, a Victorian-style boathouse and The Lady Katharine riverboat. It is the backdrop for such events as rowing competitions, the Riverfront Dragon Boat Races & Asian Festival, jazz and blues festivals and the annual July 4th Riverfest.

Fairs and Festivals: A year-round schedule of fairs and festivals celebrates Hartford's rich art, music and cultural heritage, as well as sports and ethnic diversity. Numerous agricultural fairs are held in the neighboring towns. Major festivals celebrated annually in Hartford include:

- Connecticut African-American Day Parade
- Connecticut Veterans Day Parade
- First Night Hartford
- Greater Hartford Festival of Jazz
- Greater Hartford Marathon
- Buick Championship
- Hartford Festival of Light
- Hartford Vintage Base Ball Invitational
- The Amistad Foundation's Juneteenth Celebration
- Podunk Bluegrass Music Festival
- Puerto Rican Day Parade
- Riverfest – July 4th Weekend
- Rose and Garden Weekend
- Sunken Garden Poetry Festival at Hill-Stead Museum
- Talcott Mountain Music Festival
- Taste of Hartford
- West Indian Parade

Leisure: In addition to the abundance of arts, heritage, culture, sports and entertainment in the Hartford region, the area is close to many other attractions. Connecticut's shoreline, with its sandy beaches, lighthouse beacons and quaint coastal communities, is a 40-minute drive south. Two of the world's largest casinos are just a 40-minute drive east. To the north are some of New England's highest mountains, perfect for skiing and hiking.

Sports: In 2004, for the first time ever, the NCAA Men's and Women's Basketball Championships were won by the same school, the University of Connecticut, whose teams play regularly at the Hartford Civic Center's Veterans Coliseum. Hartford has become the premier women's basketball destination in the country, and the site of many major championship games. In hockey, the Hartford Wolf Pack made the final in the AHL games in 2004. Hartford annually hosts the largest women's ice hockey tournament in the U.S. Other major events include the Buick Championship at the TPC in Cromwell and

Fox Force professional tennis. Rentschler Field hosts many international soccer and rugby matches.

Outdoor recreation choices include canoeing, tubing, horseback riding, cycling, mountain biking, jogging and hot air ballooning, and golf on more than 20 courses.

Lodging:

Business and leisure travelers can choose from a wide range of full-service hotels, budget motels, charming bed-and-breakfasts and inns. Currently, there are 6,000 hotel rooms in the Hartford area; 2,200 of those rooms are located downtown and in East Hartford.

The new four-diamond Marriott Hartford Downtown hotel, which connects to the Connecticut Convention Center, adds 409 rooms and will expand to 700 in phase two of its development. The Hartford Hilton recently re-opened as a four-diamond hotel in downtown, following a major renovation. Other brand-name hotel companies in Hartford include Crowne Plaza, Holiday Inn, Homewood Suites, Radisson, Residence Inn and Sheraton.

Dining:

Fine cuisine and exotic fare can be found throughout the city's neighborhoods, downtown and across the entire Hartford region. Here one can sample the international flavors of the Caribbean, South America, Europe, the Middle East and Asia. Hartford is home to more than 30 independently owned four-star restaurants, and more than 16 new restaurants and food outlets have opened since January 2004 as part of Hartford's redevelopment.

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